ABSTRACT

OPTIMIZATION OF INSTAGRAM SOCIAL MEDIA TO ENHANCE BRAND AWARENESS AMONG PLATZ CAR WASH CONSUMERS

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Social media has become a strategic tool in digital marketing, particularly for building brand awareness among consumers. This study aims to analyze optimal strategies in managing the social media platform Instagram to increase consumer brand awareness of Platz Car Wash in Makassar *City.*

This study used a descriptive qualitative approach, with data collected through observation, interviews, and documentation. The data were obtained from the business owner as well as consumers who were classified based on their level of service usage.

The results indicate that prior to optimization, the Instagram account of Platz Car Wash was not managed optimally. After implementing optimization through the production and distribution of video content with an engaging visual strategy, there was a significant increase in brand awareness indicators, including brand recognition, brand recall, and top of mind. Consistent, interactive content, along with the optimal utilization of Instagram's features, has been proven effective in enhancing consumer recognition and recall of the Platz Car Wash brand.

Keywords: Social Media, Instagram, Brand Awareness, Platz Car Wash

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